



Calendar Sponsor Package

Sponsorship Level - \$18,000.00 for the year

Sponsorship Benefits:

- Name & Logo on all calendars printed – 50,000
- Name, Logo and Link on Mayor's Event Expo web page
- Logo on the *MetroFest* web page
- Full page AD in Louisville Magazine - March issue
- Logo/name on the city banner that is made available to events on the calendar
- Thank you photo with Mayor
- Option to speak at the press conference when the calendar is unveiled
- Comp booth at Mayor's Event Expo
- First right of refusal for 2007 calendar
- Mayor to mention calendar and sponsor on radio call-in shows
- Mentioned in press advisory and releases
- Mayor to mention Sponsor in Metro TV promo's
- Calendar info to City distribution list - Over 3,000 email addresses
 - Greater Louisville Inc.
 - Greater Louisville Convention & Visitor Bureau
 - Louisville Metro
 - Neighborhood & Business Assoc.
 - Main Street Assoc.
 - Louisville Central Area
- Info booth at selected Louisville Metro sponsored events.
- Ticket package to the 2006 Mayors Event Expo